

Press Release

Sony Introduces New Cyber-shot W and H Series with Great Performance

W Series features up to 10.1 Mega Pixels and High Sensitivity of ISO3200

H Series incorporates powerful Carl Zeiss 10x optical zoom lens and 3-inch LCD screen

Hong Kong, February 1, 2008 – Sony Corporation of Hong Kong Limited today unveiled the new models from the Cyber-shot digital camera W and H Series. Merging function with form, the new additions all incorporate highly advanced features and deliver excellent imaging performance. Both series are powered by the Super HAD CCD to realise detailed images and superb contrast.

Cyber-shot W Series: DSC-W170, DSC-W150, DSCW130 and DSC-W120

All four models from the Cyber-shot W Series incorporate Sony's latest digital imaging innovations including advanced Face Detection technology with child/adult recognition and smile shutter, while the high-end models DSC-W170 and DSC-W150 also come with the Intelligent Scene Recognition mode, widening the user's creative options with brilliant image results.

Sony's new Face Detection technology can detect and distinguish the faces of children and adults for shooting. This technology allows users to choose either a child or an adult as the focal point of the photo and it can automatically adjust focus, exposure and skin tone accordingly. Moreover, the new Smile Shutter function will automatically spot and capture a smiling face so users will never miss a happy moment.

In addition, the DSC-W170 and DSC-W150 offer the enhanced Intelligent Scene Recognition mode that deals with difficult shooting conditions such as dark environments and backlit situations. It features five different types of scenes and automatically selects the most appropriate camera setting to achieve accurate colour reproduction.

Leading the latest Cyber-shot W line-up are the feature-packed 10.1 effective megapixel DSC-W170 and 8.1 effective megapixel DSC-W150. There is also a top-quality 5x optical zoom Carl Zeiss Vario-Tessar wide angle lens of 28mm and 30mm for the DSC-W170 and DSC-W150 respectively. This offers convenient photo capture of distant objects, greater image depth enhancement as well as larger, sweeping perspectives.

Available in a wide range of chic colours, the new Cyber-shot DSC-W130 and DSC-W120 offer value for money with strong feature set. Slim, stylish and compact, these mid-range W-Series models are equipped with the popular Super SteadyShot image stabilisation system, BIONZ™ Image Processing Engine and Carl-Zeiss lenses.

Cyber-shot H Series: DSC-H10

The successor model to the Cyber-shot H3, the DSC-H10 features a larger 3-inch LCD screen with Clear Photo LCD Plus, 8.3 megapixel image capture as well as a powerful Carl Zeiss Vario-Tessar lens with 10x optical zoom. The camera's high sensitivity of ISO3200 and Super SteadyShot image stabilization system also enable objects in dim lighting conditions to be photographed in clear, crisp quality without the use of the flash.

Photo TV HD Full HD Image Display

It is easy to enjoy the finest quality High Definition (HD) images captured with the Cyber-shot W and H cameras on a **BRAVIA** LCD TV. Users can share big, beautiful images with friends and family anytime. Moreover, music can accompany the slideshows for an extra dimension of photo enjoyment. Slideshows can also be personalised further with MP3 background music tracks imported from a PC.

The Cyber-shot DSC-W170 and DSC-W150 will be available from May 2008 at the suggested retail prices of HK\$2,690 and HK\$2,490 respectively, while the DSC-W130 and DSC-W120 will be launched from March 2008 at the suggested retail prices of HK\$1,990 and HK\$1,690 respectively.

The Cyber-shot DSC-H10 will be available from April 2008 at the suggested retail price of HK\$2,590.

For customer enquiries, please contact Sony 24-hour customer service hotline at (852) 2345-2966.

###

Specifications sheet for Cyber-shot DSC-W170, DSC-W150, DSC-W130 and DSC-W120

Basic specifications				
Model	DSC-W170	DSC-W150	DSC-W130	DSC-W120
Pixels	Gross: 10.3 Mega pixels Effective: 10.1 Mega pixels	Gross: 8.3 Mega pixels Effective: 8.1 Mega pixels	Gross: 8.3 Mega pixels Effective: 8.1 Mega pixels	Gross: 7.4 Mega pixels Effective: 7.2 Mega pixels
CCD	1/2.3" Super HAD CCD	1/2.5" Super HAD CCD		
Processor	BIONZ™ Image Processing Engine			
Scan System	Interlace scan			
Zoom	Optical Zoom: 5x Precision Digital Zoom: 10x Smart Zoom: 9.5x (16:9 2M) 28x (VGA)	Optical Zoom: 5x Precision Digital Zoom: 10x Smart Zoom: 8.5x (16:9 2M) 25x (VGA)	Optical Zoom: 4x Precision Digital Zoom: 8x Smart Zoom: 6.8x (16:9 2M) 20x (VGA)	Optical Zoom: 4x Precision Digital Zoom: 8x Smart Zoom: 6.4x (16:9 2M) 19x (VGA)
Lens	Carl Zeiss® Vario Tessar®			
F Number	F3.3	F3.3	F2.8	
Focal Length	f = 28-140mm (35mm equivalent)	f = 30-150mm (35mm equivalent)	f = 32-128mm (35mm equivalent)	
Focusing Range	AF = W: Approx. 10cm ~ ∞, T: Approx. 50cm ~ ∞ Macro AF = W: Approx. 10cm ~ ∞, T: Approx. 50cm ~ ∞		AF = W: Approx. 4cm ~ ∞, T: Approx. 50cm ~ ∞ Macro AF = W: Approx. 4cm ~ ∞, T: Approx. 50cm ~ ∞	
Internal Memory	Approx. 15MB			
Recording Media	MS Duo / MS PRO Duo / MS PRO Duo (High Speed) / MS PRO-HG Duo			
LCD	2.7-inch (230K dots) 4:3 TFT LCD		2.5-inch (115K dots) 4:3 TFT LCD	
Stamina	TBD			
Body Material	Metal Body (Aluminum)			
USB	USB 2.0 Hi-Speed			
Dimensions (W x H x D)	93.7 x 58 x 24 mm		88.2 x 57.2 x 22.9 mm	
Net Weight	140g (excluding battery and media)		123g (excluding battery and media)	
Main features				
Photo Mode	Auto Easy Shooting Mode Program Auto Movie Scene Selection (Smile Shutter / Twilight / Twilight Portrait / Landscape / Soft Snap / Snow / Beach / Fireworks / High Sensitivity / Underwater)		Auto Easy Shooting Mode Program Auto Movie Scene Selection (Smile Shutter / Twilight / Twilight Portrait / Landscape / Soft Snap / Snow / Beach / Fireworks / High Sensitivity)	
Still Image Size	10M (3,648 x 2,736)	8M (3,264 x 2,448)	8M (3,264 x 2,448)	7M (3,072 x 2,304)

	3:2 (3,648 x 2,432) 5M (2,592 x 1,944) 3M (2,048 x 1,536) 16:9 (3,648 x 2,056) 2M (1,920 x 1,080) VGA (640 x 480)	3:2 (3,264 x 2,176) 5M (2,592 x 1,944) 3M (2,048 x 1,536) 16:9 (3,264 x 1,840) 2M (1,920 x 1,080) VGA (640 x 480)	3:2 (3,264 x 2,176) 5M (2,592 x 1,944) 3M (2,048 x 1,536) 16:9 (3,264 x 1,840) 2M (1,920 x 1,080 / 3,264 x 1,840) VGA (640 x 480)	3:2 (3,072 x 2,048) 5M (2,592 x 1,944) 3M (2,048 x 1,536) 16:9 (3,072 x 1,728) 2M (1,920 x 1,080 / 3,072 x 1,728) VGA (640 x 480)
Focus Mode	Multipoint AF (9 points) / Centre-weighted AF / Spot AF / Semi manual (0.5m / 1.0m / 3.0m / 7.0m / Unlimited Distance)		Multipoint AF (9 points) / Centre-weighted AF / Spot AF	
AF Mode	Single AF / Monitoring AF			
AF Illuminator	Auto / Off			
Light Metering Mode	Multi Pattern / Centre-weighted / Spot			
Shutter Speed	Auto (1/4 – 1/1600) / P Auto (1" – 1/1600)			
NR Slow Shutter	Yes (Shutter speed of 1/3 sec or slower)			
ISO Sensitivity Setting	Auto / 80 / 100 / 200 / 400 / 800 / 1600 / 3200		Auto / 100 / 200 / 400 / 800 / 1600 / 3200	
EV Adjustment	From +2.0 to -2.0, 1/3 step			
Histogram Indicator	Yes			
Image Stabilizer	Optical "Super SteadyShot"			
White Balance	Auto / Daylight / Cloudy / Fluorescent 1-3 / Incandescent / Flash			
Flash Mode	Auto / Flash On / Flash Off / Slow Synchro			
Red Eye Reduction	Auto / On / Off			
Face Detection	Mode	Off / Auto / Child / Adult		
	Max. number of detectable faces	8		
	Shooting mode	Auto P Auto Scene Selection (Twilight Portrait / Snow / Beach / High Sensitivity / Soft Snap / Smile Shutter)		
DRO	Off / Standard / Plus		Standard	
Color Mode	Normal / Vivid / Sepia / B&W			
Auto Bracketing	AE (±0.3EV/0.7EV/1.0EV)			
Recording File Format	DCF (Design rule for Camera File System) Ver.2.0 DPOF (Digital Print Order Format) Ver.1.1			
Image File Format	JPEG (Exif Ver.2.21) / MPEG1			
Zoom Magnification of Playback Mode	8x			
Movie	VX Fine (640 x 480, approx. 30fps)			

	VX Standard (640 x 480, approx. 16.6fps) QVGA (320 x 240, approx. 8.3fps)		
Others			
User Interface	Mode Dial, Function Guide (icon guidance, mode guidance, image size menu guidance), Histogram Indicator, Direct Playback Button, HOME button, MENU button		
Standard Interface	In-Camera Retouching (Trimming, Red-Eye Correction, Soft Focus, Unsharp Masking, Cross Filter, Partial Color, Fish-eye Lens, Retro, Radial Blur and Happy Face)	In-Camera Retouching (Trimming, Red-Eye Correction, Soft Focus, Unsharp Masking, Cross Filter, Partial Color, Fish-eye Lens, Retro and Radial Blur)	-
	Multi Resizing, Wide Zoom display (when connected to TV), Slideshow with music (Effect: Simple, Basic, Active, Nostalgic, Stylish, Face 1-3 / Music:8), Function Guide, Auto Daylight Synchro, Self Timer (2sec. / 10sec.), Grid Line, Auto Review (2sec.), Auto Orientation (On / Off), Hand Shake Alert, DPOF, PictBridge (USB Direct Print), USB Mode (Auto / Mass Storage / PictBridge / PTP, MTP), Multi Terminal (DC-in / USB / AV out), MS Duo Slot, Tripod Receptacle, Info LITHIUM Battery NP-FG1 Compatible	Multi Resizing, Wide Zoom display (when connected to TV), Slideshow with music (Effect: Simple, Basic, Active, Nostalgic, Stylish / Music:8), Function Guide, Auto Daylight Synchro, Self Timer (2sec. / 10sec.), Grid Line, Auto Review (2sec.), Auto Orientation (On / Off), Hand Shake Alert, DPOF, PictBridge (USB Direct Print), USB Mode (Auto / Mass Storage / PictBridge / PTP, MTP), Multi Terminal (DC-in / USB / AV out), MS Duo Slot, Tripod Receptacle, Info LITHIUM Battery NP-FG1 Compatible	
Battery System	LITHIUM ION Battery NP-BG1		
Suplied Accessories	LITHIUM ION Battery <NP-BG1>, Battery Charger <BC-CSG / BC-CSGB / BC-CSGC>, Multi Connector (USB / AV-out), Wrist Strap, Supplied Software: Picture Motion Browser (Ver.3.0)		

Specifications Sheet for Cyber-shot DSC-H10

Basic Specifications	
Model	DSC-H10
Pixels	Gross: Approx. 8.3 Mega pixels Effective: Approx. 8.1 Mega pixels
CCD	1/2.5 Super HAD CCD
Processor	Bionz™ Image Processing Engine
Scan Systems	Interlace Scan
Zoom	Optical Zoom: 10x Precision Digital Zoom: Approx. 20x Smart Zoom: Approx. 51x (VGA)
Lens	Carl Zeiss® Vario-Tessar®
F Number	F 3.5 (W) – 4.4 (T)
Focal Length	f = 6.3 – 63.0mm (38 – 380mm)
Filter Diameter / Conversion Lens	58mm / Compatible (using supplied lens adaptor ring) (Wide: VCL-DH0758, Tele: VCL-DH1758, Closeup: VCL-M3358)
Focusing Range	AF = W: Approx. 50cm ~ ∞ / T: Approx. 90cm ~ ∞ Macro AF = W: Approx. 2cm ~ ∞ / T: Approx. 90cm ~ ∞
Internal Memory	Approx. 31MB
Recording Media	MS Duo / MS PRO Duo / MS PRO Duo (High Speed) / MS PRO-HG Duo
LCD	3.0" (230K dots) 4:3 TFT LCD (Clear Photo LCD Plus)
USB	AV Out (AV / USB / DC) USB 2.0 Hi-Speed
Dimensions (W x H x D)	106.0 x 68.5 x 48.9 mm
Weight	Approx. 265g (excluding battery and media)
Main features	
Photo Mode	Auto Program Auto Manual 9 Scene Selection Modes (Advanced Sports Shooting / High Sensitivity / Twilight / Twilight Portrait / Landscape / Soft Snap / Snow / Beach / Fireworks)
Still Image Size	8M (3,264 x 2,448) 3:2 7M (3,264 x 2,176) 5M (2,592 x 1,944) 3M (2,048 x 1,536) 16:9 2M (1,920 x 1,080) VGA (640 x 480)
AF Area	Multipoint AF (9 points) / Centre-weighted AF / Flexible Spot AF
AF Modes	Single AF / Monitoring AF
Light Metering Mode	Multi Pattern / Centre Weighted / Spot
Dynamic Range Optimiser	Standard
Shutter Speed	Auto (1/4 – 1/2000) / Program auto (1" – 1/2000) / Manual (30" – 1/2000)
ISO Sensitivity	Auto / 100 / 200 / 400 / 800 / 1600 / 3200
EV Adjustment	From +2.0 to -2.0, by 1/3 EV step / EV bar display
Image Stabilizer	Optical "Super SteadyShot"
White Balance Mode	Auto / Daylight / Cloudy / Fluorescent 1-3 / Incandescent / Flash
Flash Mode	Auto / Flash On / Flash Off / Slow Synchro

Red-eye Reduction	Yes
Face Detection	Yes
Colour Mode	Standard / Vivid / Natural / Sepia / Monotone
Color Filter	Off / Red / Green / Blue / Warm / Cool
Recording File Format	DCF (Design rule for Camera File System)Ver.2.0 DPOF (Digital Print Order Format)Ver.1.1
Image File Format	JPEG (Exif Ver.2.21) / MPEG1
Others	
Other Features	<ul style="list-style-type: none"> - Slideshow with Music - In-Camera Retouching: Trimming, Red-Eye Correction, Soft Focus, Cross Filter, Partial Color, Fish-eye Lens, Retro and Radial Blur <ul style="list-style-type: none"> - HOME Menu - Mode Dial - Function Guide - Auto Daylight Synchro - Self Timer (2sec. / 10sec.) <ul style="list-style-type: none"> - Grid Line - Auto Review (2sec.) - Hand Shake Alert - PictBridge (USB Direct Print) - Multi Terminal (HD Output) <ul style="list-style-type: none"> - DC IN Terminal - MS Duo Slot - Tripod Receptacle
Battery System	LITHIUM ION Battery NP-BG1
Supplied Accessories	LITHIUM ION Battery NP-BG1, Battery Charger BC-CSG, Multi Connector (USB / AV-out) / Lens Adaptor Ring / Lens Hood / Lens Cap / Lens Cap Strap / Shoulder Strap / Supplied Software: Picture Motion Browser (Ver. 3.0)